

Honolulu Star-Bulletin

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EDITOR

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ADVERTISING AND POLITICS.

THE REWARD OF THE "GOOD FELLOWS."

Chairman Berndt of the Republican is quite justified in the near-ultimatum he has given party leaders.

Unless he is associated with strong men, progressive men, on the territorial central committee in whom the so-called "business community" has confidence, he will resign. He sees no prospect of real success through the efforts of a committee controlled by reactionaries.

As a matter of fact, the lack of confidence in this committee is not confined to the "business community." It is held by Republicans and independents alike who have any knowledge of local politics and who have been and are in politics not for profit but for what they conceive to be their duty as citizens. Such voters as these have no confidence in the present committee, for they expect it to exemplify narrow partisan spirit and the patronage or spoils system of party activity.

The men credited with engineering through the reactionary slate are busy denying any hand in a "frame-up." Whether the result of the committee elections was or was not a frame-up does not change the committee make-up. The result is the same.

True, too, that much of the fault rests with the so-called "progressive" element of the convention. The progressives yielded to the talk of "party harmony," yielded to the talk of "vote-getting planks," yielded, though it was a bitter pill, to the proposition that Deleate Kuhio should be endorsed. They were, as one of them now ruefully puts it, "good fellows," and in return they got what the good fellows in politics generally get—a couple of swift kicks when their usefulness was ended.

They are the goats of the situation. Their plight may awaken some complaisant Honoluluans to the fact that the efforts of unselfish leaders are needed now as never before. If so, the knocks they endure, will not, as the orators say, have been in vain.

THE DREADNOUGHT VINDICATED.

While naval experts in the United States as well as abroad are still disputing as to the lessons taught by the recent North Sea battle, there is a fairly general consensus of opinion that the dreadnoughts amply justified their value. These big ships sustained frightful blows without sinking. The advocates of the battle-cruisers are now held in less esteem. Congress has taken the lesson to heart and the three-year building program recently adopted by the senate contains provisions for ten dreadnoughts but only six battle-cruisers. A few weeks ago Congress had virtually decided on a five-year program but telegraphic despatches indicate that this is to be speeded up by two years. In that time 157 war-vessels of all types are to be constructed.

CANDIDATE HUGHES.

Candidate Hughes is getting into his campaign with all the system and tremendous effectiveness which marked his preparation for a big law case. At his summer home in Bridgehampton, N. Y., and at the Republican campaign headquarters in the metropolis, he spends a large part of his time surrounded by documents, papers and letters which he studies with minute care. He is preparing a series of speeches on national issues, and the present study is largely to grasp in unimpeachable detail the weaknesses of Democratic administration. Newspapermen "covering" the national headquarters and Bridgehampton appear to be much taken with Hughes. In Washington he preserved a dignified reserve befitting a member of the supreme bench, but now the "newspaper boys" write that he has thrown off this reserve and is a breezy, frank, genial and very approachable candidate—and quite obviously ready to fight for his convictions.

"I wish to repeat," says Chairman Pacheco of the Democratic party, "that I do not approve of Judge Stuart's course and I am quite sure that none of the Hawaiian delegates to the St. Louis convention subscribe to the same." The Democratic chairman has taken the only proper attitude with reference to Stuart's outrageous attack on the president. But has the party here done anything to disclaim Stuart's letter, or to assure the national administration that it is repudiated by leaders of the Bourbon organization? Are they allowing it to stand without protest?

Charles E. Hughes tells Republican factions to get together. They might bury the hatchet as in the recent platform convention here—in the other fellow's back.

LITTLE INTERVIEWS.

—JOHN A. DOMINIS: Circuit court going to make money on divorces this month. They are being filed now at the rate of about two a day.

—M. STAINBACK, attorney-general: This isn't the time of year for his office to do a rushing business. They are taking it easier than usual.

—CHESTER A. DOYLE: Yes, Judge Stuart's letter was pretty strong, but he has done more for the Republican party in Hawaii than any other man.

—A. WILDER, deputy assessor, tax office: Most motorists yell more

(From an Editorial in Advertising.)

Charles Evans Hughes has been nominated for President by the Republicans, and as this is written it is evident that Woodrow Wilson will be boisterously renominated, on the first ballot, by the Democrats.

And then what promises to be the most dramatic national campaign in American history will be on.

Mighty issues confront the voters—new and unheard-of issues created by unprecedented conditions abroad. The whole world will be concerned in American politics for the next few months. The whole world may be affected by the result. Certain it is that the United States never faced a more momentous discussion of great questions.

Advertising—as an influence capable of shaping public opinion not only in the buying done by the people but the voting of the people—now meets its finest opportunity.

Are party leaders going to depend upon "press bureaus" as a means of delivering their political messages to the people? If they do, they will merely be advertising to themselves, and there isn't a good advertiser in the world who does not know that such advertising does not win.

It's a settled fact that Republican press-agent stuff will be printed only in Democratic newspapers—where it is not needed.

The only way to reach the floating or independent vote is to use independent media, or publications of the opposite faith, and that can only be done by means of paid-for advertising.

Political advertisements have many times the attention value of boiler-plate service from committee headquarters. The party that realizes this most thoroughly is the party that will make most headway. The party that does the strongest advertising stands the best chance of making inroads on the independent vote. The party that has the best platform will not necessarily be the winner. It must sell that platform, and the candidate whose feet are upon it. And that can be done effectively, in these days of increased business efficiency, by good advertising, and in no other way.

In the scores of columns of newspaper comment upon the death of Hetty Green, one fails to find a single sentence of out-and-out, warm-hearted praise. Yet she was the foremost woman financier of the world and one of the half-dozen big financial figures of the United States. Where thousands who never knew such women as Frances E. Willard mourn their death, the passing of a woman who has accumulated \$100,000,000 is an incident of a day's talk and then the world moves on untouched. If ever there was an argument against paying any particular respect to wealth, Hetty Green has afforded it.

That familiar slogan "Swat the Fly!" of mainland cities has been changed to "Starve the Fly." The health authorities soon realized that even with the millions of flies killed by the swat method, little headway in exterminating the pests was being made. Like the campaign on the mosquito, it has been found that the place to do the swatting is "at the source." A few swats at the places where the flies and mosquitoes breed are worth untold numbers of swats at the individual insects later on. The outbreak of infantile paralysis in New York has given new strength to the anti-fly campaign.

We venture to make a prophecy. Four years from now the nation will be watching another convention of the Republican, if not the Progressive, party. There will be assembled at the same time and place a supplementary convention of women politicians; but in 1920 the news of their performances will not be dismissed to the sixth page. They will be promoted to somewhere near the first.—The New Republic.

Comparison of President Wilson's remark that he never feared a noisy man and Candidate Hughes' approval of quiet men makes us believe that the two would be rather good friends if they did not have to be enemies.—Philadelphia Evening Ledger.

According to the new naval program Uncle Sam is going to build 157 varieties of ships in three years.

Germany should next start an aerial mail service with the United States. Give the Zeppelins a turn!

One must be grateful to Judge Stuart for giving Hawaii entertainment during a dull month.

Is Mr. Fairbanks still running for vice-president?

over paying the 25-cent tag fee required by territorial law than they do about paying their car taxes.

—A. W. NEELY, deputy assessor, tax office: It's the fellows who use autos for rental service and then skip out overnight that give us gray hairs to locate when it comes to collecting auto taxes.

—GEORGE R. CLARK: It's pretty hard to get anything done in federal court these days with a strong odor of paint and turpentine floating around. However, the interior of the building is much improved, and that helps some.

—HURON K. ASHFORD: Yes, when I finish my three-year law course at California university I expect to come back to Honolulu—to try to be a lawyer. I know nothing of

any rumor that I am to enter into partnership with my sister.

—PHILIP FORIER, chief clerk, Moana hotel: Summer business here now is better than ever. The European war is certainly benefiting Hawaii for it causes many people from the States to "See America First," whether they want to or not. But from scores of favorable expressions we have heard this year from first-time visitors we find they have not regretted their western trip. And it is remarkable how many are here for the first time.

JOHN F. G. STOKES: Who said I had resigned from the Puunui Improvement Club in order to join the Kaimuki Club? I am not only a member of those two organizations but of the two others, the Nuuanu Improvement Club, of which George

ARMY & NAVY

ARMY TRUCKING COSTLY TO CITY, ARNOLD SAYS

Fourteen miles of country road are about to be cut up in order that the army may save approximately \$24,000 in hauling costs, according to Supervisor Charles N. Arnold. "It will cost Honolulu between \$5000 and \$10,000 to repair the road after the army is through with it," he says. "In other words the city is contributing to army hauling costs."

Arnold says that there are 20,000 cubic yards of sand to be transported from Waimea to Castner; that the railroad asked \$70,000 to carry it and that the quartermaster's department figured that it could be carried the 14 miles by truck for \$45,000. "The road is in good condition all the way, except for a stretch near Castner cut up by heavy army trucking," he declares. "The road department has just finished oiling and sanding it through Waialua. Most of the fourteen miles is paved with water-bound macadam. The rest is asphalt macadam. It will have been cut to pieces, unless the weather is highly favorable and the best type of trucks are used, when the army is through trucking that sand. Then people will begin to talk about what wretched roads we have around the island."

MACHINE GUN CO. IS GAINING MORE MEN EVERY DAY

Write five full squads of eight men each in attendance, the biggest turnout in a long time greeted the Thursday night drill of the machine-gun company, 1st Infantry, National Guard of Hawaii.

Only nine more men need be enlisted before the company attains its full strength of 57 men, including four officers. The campaign to sign up this number is continuing favorably.

Among the representative Honoluluans who have joined the company this week are J. A. Balch, treasurer of the Mutual Telephone Company; Kenneth B. Barnes, secretary and treasurer of the Hawaiian Pineapple Company, and several other "live wires" in this city's business life.

EVANS TO TOUR OAHU SATURDAY; WILL PAY VISIT TO WAIMANALO

Tomorrow Brig-Gen. R. K. Evans, commanding the Hawaiian Department, and his staff will make an automobile tour around the island to familiarize themselves with the topography of Oahu and observe various military improvements which have been in progress in the last year.

Sunday Gen. Evans, Brig-Gen. Samuel I. Johnson, commanding the National Guard of Hawaii, and Governor Lucius E. Pinkham, will make a visit to Waimanalo to study the topography of that portion of Oahu.

SHERMAN SAILS FROM NAGASAKI FOR HERE

Cable advices received today by the quartermaster's office from Nagasaki state that the U. S. army transport Sherman sailed July 20 from the Japanese port for Honolulu, after taking on the usual amount of bunker coal.

The Sherman is expected to arrive here August 4 or 5, and to sail for San Francisco the following day. No word has yet been received from the horse and feed transport Dix, and it is believed she is still at Nagasaki. No cable is sent when a transport leaves Manila. First notification of sailing comes when the vessel steams from Nagasaki.

Sherman is vice-president, and of the Kawaiolele Improvement Club. And I want everyone to know that I am going to move back to Puunui as soon as the price of materials goes down to a point where I believe it economical to build. My home there is too small for present use, so I have moved to a larger house I own in Kaimuki.

MESSAGE LEADS TO BELIEF ST. LOUIS DUE SOON

Indications that the date of departure of the U. S. protected cruiser St. Louis from Bremerton Navy Yard, Wash., for the Hawaii naval station at Pearl Harbor is not far off are contained in a message from Bremerton just received by Rear-Admiral Clifford J. Boush, commandant at Pearl Harbor.

The message says that Lieuts. William H. Stiles (j. g.) of the navy yard, Puget Sound, Washington, and William F. Gresham (j. g.) of the receiving ship, Puget Sound, will come down on the St. Louis. It requests that Admiral Boush arrange returning transportation for them on an army transport.

It is believed the two lieutenants are coming with the cruiser on a vacation trip. No reason for the trip was assigned in the message and it is thought at the naval station that they are on leave from the Bremerton navy yard. The St. Louis, in previous orders issued several months ago by the navy department, was to have steamed from Bremerton for Pearl Harbor July 15, to be station ship here.

HAWAIIAN MUSIC TO FILL N. G. H. ARMORY AT DANCE TOMORROW

Those soft, heart-moving strains of genuine Hawaiian music—the best one-step and "rag" music in the world, incidentally—will fill the National Guard armory tomorrow night, when a Hawaiian glee club of nine musicians will furnish melody to speed the dancers' steps around the big floor.

The feature of Hawaiian music is a new one, and it will be the first time that a genuine Hawaiian musicians' organization has played for dancing in the armory. The dance will start at 8 o'clock, continuing until midnight. The general public is invited, and as the dances are under excellent supervision the best of order at all times is assured.

GENERAL JOHNSON IS TERRITORIAL EMPLOYEE AND NOT N. G. MEMBER

According to an opinion written by Capt. James A. Gallogly, acting judge-advocate of the Hawaiian Department, Brig-Gen. Samuel I. Johnson, commanding the National Guard of Hawaii, as adjutant-general of the territory is not a member of the National Guard but a territorial official without standing in the federal organization which the guard has become under the National Defense Act of June 3.

The new law does not make an exception in the case of the adjutant-general of the Territory of Hawaii, Capt. Gallogly says. The office of the adjutant-general does not fall within the scope of the National Guard, an organization for defense of the nation. As the adjutant-general would not be called on to go to the front, his pay is left to the territorial government, Capt. Gallogly holds.

Gen. Johnson, on learning of the opinion, said that he now holds two territorial positions, one as brigadier-general of the Hawaiian militia, the other as chief of the governor's staff.

U. S. W. V. TO DANCE TONIGHT; GOOD MUSIC

One of the best dances of the summer season will be held at 8 o'clock tonight in their hall in Nottley street, near Fort Shafter, by the United Spanish War Veterans. Arrangements have been made for buses to meet guests as they leave the street cars at Kamehameha IV road, between 7:45 and 8:30, and to return them after the dance. Music will be furnished by the Royal Hawaiian orchestra.

NAVAL MILITIA WILL VISIT PEARL HARBOR

By permission of the commandant, Rear-Admiral Clifford J. Boush, the Naval Militia of Hawaii, in uniform, will embark on the U. S. naval tug Navajo at the navy wharf in this city Sunday morning, July 23, at 7:30 o'clock, and will proceed to Pearl Harbor, where they will be shown the station, returning here at noon on the Navajo.

Several of the Siberian rivers flow over the beds of solid ice.

You Read,

And You Believe That All Intelligent People, Also Read

You Judge Quality by what you read of others and what others say of themselves.

Your Quality and qualifications will be judged by what you say of yourself and how you say it.

-You Don't go around to the back door and ask for pie. Then why should you go chasing around asking for Free Publicity.

Quality Pays Its Own Way.

ARMY ORDERS

July 19, 1916.

Special Orders No. 119.

2. The following transfers of enlisted men are ordered:

Private Edward Snow, Troop M, 4th Cavalry, to Company K, 2nd Infantry, Fort Shafter.

Private Millicent A. Traah, Company K, 2nd Infantry, to Troop M, 4th Cavalry, Schofield Barracks.

First Class Private Llewellyn Sullivan, Telegraph and Telephone Platoon, Company M, Signal Corps, to the 3rd Company, Coast Artillery Corps, Fort Kamehameha.

3. Private William Lambert, Company B, 2nd Infantry, is transferred to the Medical Department and will report to the commanding officer, Department Hospital, for duty.

Cuba has a quillless porcupine.

ARISTOCRATIC GIRLS APPEAR IN CHORUS IN THEATERS

LONDON, Eng.—What would Queen Victoria have thought of the beauty chorus composed of society women and girls that is becoming a usual feature of charity matinees here? Dukes and earls now consent quite as a matter of course to their young daughters appearing at any West End theaters. Rehearsals with young professional actors are part of the fashionable girls' program; makeup is as familiar to her as stage jargon itself; and she is on terms with many dressers whom she regards as dears. She is bosom friends with actors and actresses and entertains them for week-ends in the country and constantly in London.

Thomas A. Reid, a Sing Sing prisoner, has been made editor of the Mutual Welfare League's prison paper.

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Lots average about 13 cents per sq. ft. and range in price from \$1100 to \$2500.

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Frontage on Beach..... 144 Feet
Location..... Choicest Bathing Section
Possibilities..... Beautiful private home or hotel
Lease..... For a long term of years

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